

# DESIGN WEEK 2021

**SUPERSTUDIO PIÙ | SUPERSTUDIO 13 | SUPERSTUDIO MAXI**

MILAN 13-18 APRIL 2021



**SUPERSTUDIO GROUP**

**PRESENTS THE PROJECT FOR**

**MILANO DESIGN WEEK**

# **SUPERDESIGN**

**S H • W**

SUPERDESIGN SHOW is the container of Italian and international excellences of global design, following the mission “Only the Best”

[www.superdesignshow.com](http://www.superdesignshow.com) - [www.superstudiogroup.com](http://www.superstudiogroup.com)

# SUPERSTUDIO: IN ADDITION TO DESIGN, THERE'S MORE

**Superstudio Group**, created in Milan, with its first Superstudio 13, since 1983, and with the new headquarter Superstudio Più, born in 2000 is the greatest cultural and private exhibition hub dedicated completely to interactions and promotion of **design, art, fashion, technology, entertainment, innovation** and in all other fields of contemporaneity. And now, 20 years after Superstudio Più here comes SUPERSTUDIO MAXI, a new extraordinary location with a single large space of 7200 divisible sq.m, in a very well-developing area a few minutes away from Tortona district and easily accessible.

Superstudio Group has been created and directed by international **professional creatives** with a long background in the world of art, fashion, journalism, art-direction, that guarantees top **quality** for production and hosting of events, general **high level image** and efficiency in **integrated communication**.

Superstudio Group, with its two locations close to each other, Superstudio 13, photographic studios and spaces for events, and Superstudio Più, multi-space exhibition center together with MyOwnGallery, have been the pioneers and protagonists of the growth of Tortona District: a result accomplished through time to establish the area as the district for fashion, events, art, creativity and design, that finds its largest and highest position during the Milano Design Week.

Among Superstudio Group's new initiatives there are the new company **Superstudio Events**, for separate management of events, and the new division **Superstudio Hospitality**, with guest houses and short rents for its clients.





# SUPERSTUDIO: PIONEER

# OF THE FIRST DESIGN DISTRICT IN MILAN



The Fuori Salone scattered around the city was born in 2000 under the red dot, well-known symbol of the “Zona Tortona”. A sign that marks the first operation of territorial marketing in Milan to identify activities that involve districts and the city. A few years later, the red dot becomes a white rectangle with the stylised factory designed by Stefano Giovannoni.





TORTONA  
DESIGN WEEK

POWERED BY  Enel

WELCOME  
DESIGN!

Superstudio Group has been, **since 2000, the creator and promoter of the Design** spread over the district, starting from the initial exhibiting path carried out between its two locations, up to the incredible development of Design Week in via Tortona and in the surroundings. A real city phenomenon also reproduced in other districts of the city and studied as a case history all over the world. Superstudio's projects for Design Week add up with the initiatives hosted in over 60 locations, creating in this post-industrial district a large internationally recognized exhibiting area that stands out for its largeness, variety, projects and opportunities. With the Support of the Municipality of Milan, the Design Week of Tortona district participates in the Interzone Team Meetings and in the communication of FuoriSalone.

The design week at Superstudio, takes place over a period of 8 days of which one is dedicated to the professional VIPS and another one is dedicated to the press, with many night events.

# SUPERSTUDIO: THE LANDMARKS OF DESIGN

**Superstudio Group was born in 1983** from an initiative by Flavio Lucchini and Gisella Borioli, creating the first image citadel, **Superstudio 13, in via Forcella 13**, photographic studios and fashion services.

In **2000** the purchase of a portion of former General Electric factory, became the venue of **Superstudio Più** in **via Tortona 27**, not so far away.

In April the project **Design Week Fuori Salone** was born at Superstudio Più, in collaboration with Giulio Cappellini, great contemporary design exhibitions and products by young promises and future design stars, in a continuous search for innovation and quality.

In the following years, the Design Week project in Tortona district grows at Superstudio Più, at Superstudio 13 and in the neighbouring streets. International brands and great architect's projects are coming from all over the world.

In **2009** Superstudio launches the exclusive **Temporary Museum for New Design** format, a project by Gisella Borioli with the art direction by Giulio Cappellini. It is a strong original concept for a new way of exhibiting "less fair and more museum", with experiential emotional installations that narrate the product through art and cultural proposals. Art-design exhibitions and artists with on-site artwork characterize the space in an unequivocal manner. As the Financial Times writes, Superstudio Più becomes "an absolute must".

**2015**, the year of Expo in Milan, is the time for an evolution that highlights also new scenarios of "democratic" and universal design. The design is "at large: not only furniture and architecture proposals but the latest technology, cars and transportation vehicles, objects for the house, work, entertainment, decoration, contaminations with tradition, the kid's world, cutting edge materials... Superstudio launches the new format **Superdesign Show**. To mark the change a new name, new logo, new graphic, new coordinated image, new art-direction with the collaboration by architect Carolina Nisivoccia.

In **2016** new architectures bring innovative signals to the district. The Mudec, Museum of Culture designed by David Chipperfield opens in via Tortona 56, after the towers by Matteo Thun at number 35 the new Eurisko location at number 33 turns into an extraordinary architecture. The former Ansaldo in front of Superstudio Più turns definitely into Base, Milan City Council multicultural hub. In via Bergognone the Silos by Giorgio Armani, the first Museum of Fashion in the city, is created, in Via Forcella the Magna Pars Suite, a 5 stars design-hotel by Luciano Colombo, is enlarged.

In **2017 Superdesign** will extend also throughout the year in Superstudio Più's **MyOwnGallery** with the **Fuori Fuorisalone** project an exhibiting format conceived to create continuity at Superstudio among Design Week's editions, with design exhibitions once a month.

**2018. Superstudio** with **Superdesign** confirms itself as the most significant pole of Tortona district. **Only the Best** is the name of the new project, always curated by **Gisella Borioli** with the artistic direction of **Giulio Cappellini**.

**2020.** We will launch **Superstudio Maxi** via Moncucco. 10.000 sq.m, including 7.200 indoor sq.m. born from the regeneration in the name of art of an old iron and steel industry. The ideal space for big cultural events. The forthcoming Design Week new entry, easily accessible by car, tube, with a large public car park of over 2.000 places.

**2021.** Superstudio becomes 3 concentrating on three themes: Superstudio Maxi with the project **DNADesignNatureArchitecture**, at Superstudio Più with a renovated edition of **Superdesign Show**, at Superstudio 13 with **Tech&Life**.





Superstudio: the design starts with the Cappellini great exhibition, 2000

# IN 2021 SUPERDESIGN HAS **3** LOCATIONS

The city grows and SUPERSTUDIO is actively part of it. 3 iconic locations, not far from each other, in District 6 share, each in its own way, the project YESTERDAY TODAY TOMORROW. Project supervision by Gisella Borioli, artistic direction by Giulio Cappellini.



## **SUPERSTUDIO 13 - via Forcella 13 - Tortona District**

- the historical photographic studios of top fashion, that started off the growth of Tortona District since 1980 and that have been the very first “square” of design off, turns for every Design Week into an exclusive exhibiting space with an **area of 1.000 sq.m** and additional studios from **100 to 200 sq.m**. Two independent and customizable entrances. Onsite restaurant. Private parking space by booking.



## **SUPERSTUDIO PIÙ - via Tortona 27 - Tortona District**

- the largest and most prestigious cultural hub that started off, in 2000, the Fuorisalone phenomenon spread in the city. **Various indoor spaces of 6.500 sq.m and outdoor spaces for a total of 10.000 sq.m**. Roof-garden and garden. An absolute excellent location, chosen by top worldwide brands and top international architects but also a nursery of real talents. Solo and collective exhibitions with artistic coordination by Superstudio. Onsite restaurant.



## **SUPERSTUDIO MAXI - via Moncucco - a few minutes away from Tortona District**

The great new entry is the arrival of **Superstudio Maxi**, third new location of the group, with 10.000 sq.m. exhibiting space in the name of green for the project **DNA Design Nature Architecture**. **Design** as focus on issues of pret-à-vivre design, on beauty and technology for everyday life. **Nature** as proposals for sustainability, renewable energy, respect for nature, climate change, wellness and new life styles that cannot be postponed. **Architecture** as a recognition of importance of Architecture Studios, real study and research centres and building of the upcoming world, focused on Smart City development, on innovative living solutions, on future architectures, on people-oriented city planning.

**NEW LOCATION!**



**NON STOP SHUTTLE CONNECTING SUPERSTUDIO'S 3 LOCATIONS**

# SUPERDESIGN: WHERE TRENDS ARE DISCOVERED



Superdesign entrance, 2016



**Industrial design, art-design, artefacts, technology, automotive,** objects for work, décor, travels, entertainment, personal care, textile, ornaments, contaminations with tradition, and everything that design proposes in step with times. And again the Capitals of design, emerging countries who became protagonists. New scenarios: makers, 3D prints, e-commerce, limited editions, self-production, web-promotion, eco-thinking, artefacts, re-use and re-design that propose affordable objects, far from consolidated production and distribution logics. Superdesign moves in this fluid and always in progress overview program, identifying trends and enhancing quality, research, excellence.

Lightwall with Superdesign keywords. Entrance 2017

# SPERDESIGN

S H • W

## TIME TO COLOR!

TECHNOLOGY OF THE FUTURE

MATERIALS VILLAGE

FOOD&DRINK DESIGN

CULTURE AND CONFERENCE

B2B MEETING LOUNGES

RESTAURANTS

A UNIQUE PROJECT

17 YEARS OF SUCCESS

CUSTOMER JOURNEY DESIGN

TEMPORARY MUSEUM

PEOPLE AND STORIES

SELECTED OBJECTS

INTERNATIONAL BRANDS

TALENT SCOUTING

HAND+ART+DESIGN

ART CITY



Urban Landscape, by Flavio Lucchini with Jannelli&Volpi, 2010



**SUPERDESIGN: A CREATIVE AND STIMULATING SURROUNDING**



An idea per year to characterize common areas and to align exhibitors to the recurring mood. Works with original elements of graphics, art, decor, photography, video, sculpture, music and performance, make the visit at Superstudio Più stimulating right from the entrance, bringing the visitor into a world that talks about creativity and contemporaneity.

After years of planning by **Gisella Borioli** together with **Giulio Cappellini's** art direction and important contribute for the Temporary Museum for New Design format, Superdesign Show format was born that continues and takes over the success of the Temporary Museum and follows the mission towards **quality, innovation, research**, freedom of choice and ideas, contaminations between art and design, industry and handcraft, tradition and future, simplicity and magnificence.



Flavio Lucchini with Jannelli&Volpi, 2009



Flowers, Flavio Lucchini with Jannelli&Volpi, 2011



Black & Bright, Vicente Garcia Jiménez and Foscarini, 2012



Designers' Dream, sculptures by several designers, 2014



Red & Blue, 2015



Sign and Design, 2016



Only the Best, 2019

# SUPERDESIGN: A GAZE INTO THE FUTURE

Superdesign, the new high quality format that looks at the future. It heads towards research about every day's extraordinary, freedom of choice, contaminations between classic and avant-garde, between industry and handcraft, between tradition and future, simplicity and magnificence, being aware that nowadays everything has already been done, the entire world takes part in the evolution of the habitat that surrounds us, that rules and barriers have been crossed. Tomorrow is more and more designed by great international brands together with single talents, capitalizing on network and technology's unlimited possibilities. Superdesign looks "beyond", to design after Design. Theme projects, museum-like installations, national pavilions, start-ups, self-design, new talents and all trends of living and inhabiting coexist through specific and well represented projects. Only one direction, a contemporary common language, innovation and "forward" thinking.



Nendo, 2018



# SUPERDESIGN: EMOTION AND INNOVATION

Dassault Systèmes by Kengo Kuma, 2018

The concept at the base of the Superdesign project favours all contemporary creativity expressions that thrive on innovation, research, refined aesthetics, functionality, culture and elegance.

Based on guaranteed quality, implementation, selection of materials and originality of the proposal. Proposals of furniture, lightning, accessories, ceramics, objects and other “tools” of everyday habitat, designed by the most famous designers but also new less-known designers have to match this profile in order to be admitted to Superstudio.

To underline their products, their history, their philosophy, their expectations each brand establishes a dialogue with the visitor through accurate, emotional presentations and installations that both enchant and captivate. This is the outline of the contemporary house in a crossing of languages, cultures, trends always widely and harmoniously represented in the Design Week at Superstudio.

# SUPERDESIGN: QUALITY QUALITY QUALITY

Every year Superstudio strengthens its mission by selecting international excellences and valuing with new spaces, new graphics, new visibility. Large sized halls, with possibility of outdoor customization and independent entrances are reserved to top brands of architecture, furniture, technology, materials, automotive, contemporary food etc. that have design as distinctive feature.

Big companies, great architects and designers from all over the world as well as innovative projects and surprising installations find at Superstudio the ideal location and suitable space to talk to visitors about Fuorisalone. Reserved, customized, custom-built negotiations, according to exhibitor's demands and objectives are available upon request.



Flos, 2010



Moooi, 2006



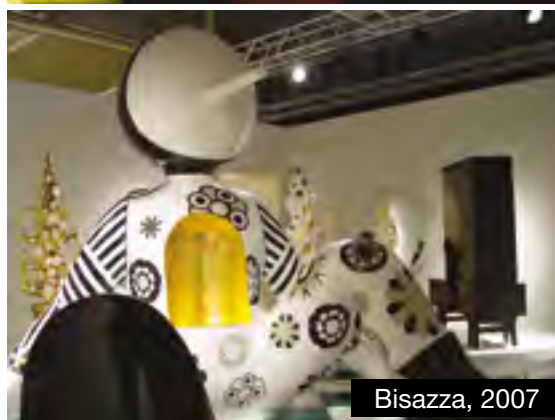
Alcantara and Cappellini, 2011



Canon, 2012



Aisin, 2016



Bisazza, 2007



Foscarini, 2011



Samsung, 2011



# DISCOVERING OF NEW TALENTS

## WITH WELL-KNOWN EXPERTS

Since its debut, from 2000, Superstudio has always searched and valued **new production entities and new talents**: romantic, technological, interactive and interesting objects gathered in collective projects, real or virtual shops, or common areas.

Selected creators will have the opportunity to confront themselves with a group of **Experts** such as companies, producers, architects, press, influencers and professionals that will find an overview of possible ideas for the future.



R. Palomba, G. Borioli



Donatella Bollani



S. Boeri, G. Borioli, A. Del Grosso



Discovering 2017



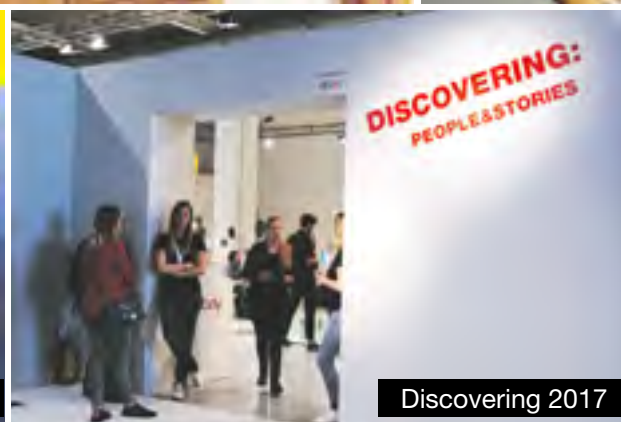
G. Borioli, S. Seletti



Giulia and Elena Sella



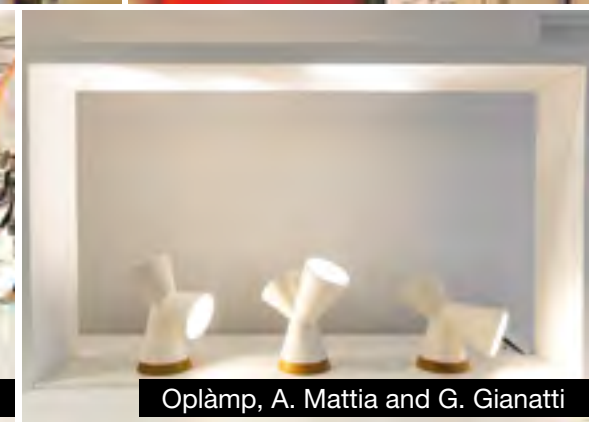
A. Mendini, P. Levaggi



Discovering 2017



P. Jannelli, G. Trussardi



Oplàmp, A. Mattia and G. Gianatti

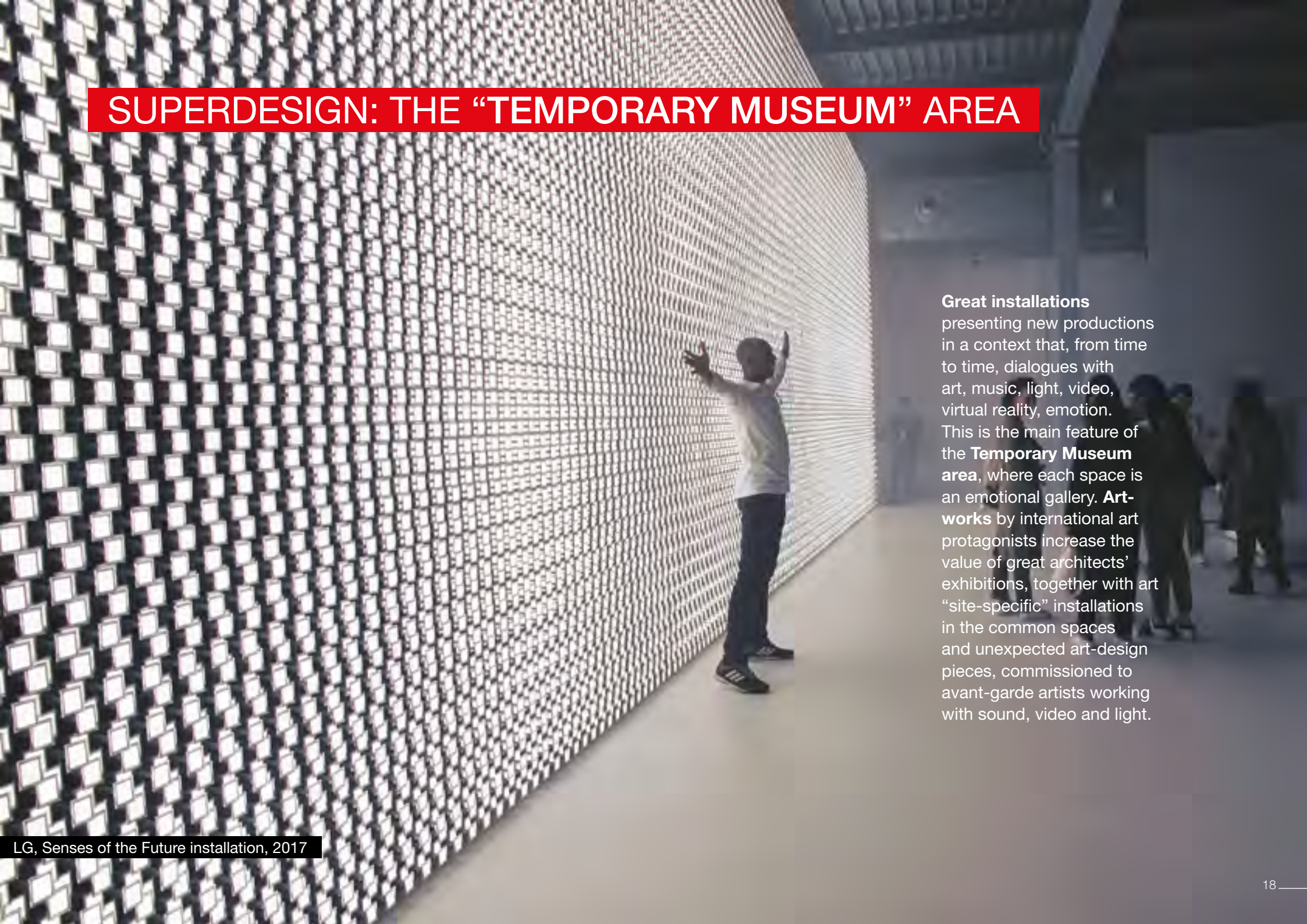


## SUPERDESIGN: THE “TEMPORARY MUSEUM” AREA

### Great installations

presenting new productions in a context that, from time to time, dialogues with art, music, light, video, virtual reality, emotion.

This is the main feature of the **Temporary Museum area**, where each space is an emotional gallery. **Art-works** by international art protagonists increase the value of great architects' exhibitions, together with art “site-specific” installations in the common spaces and unexpected art-design pieces, commissioned to avant-garde artists working with sound, video and light.

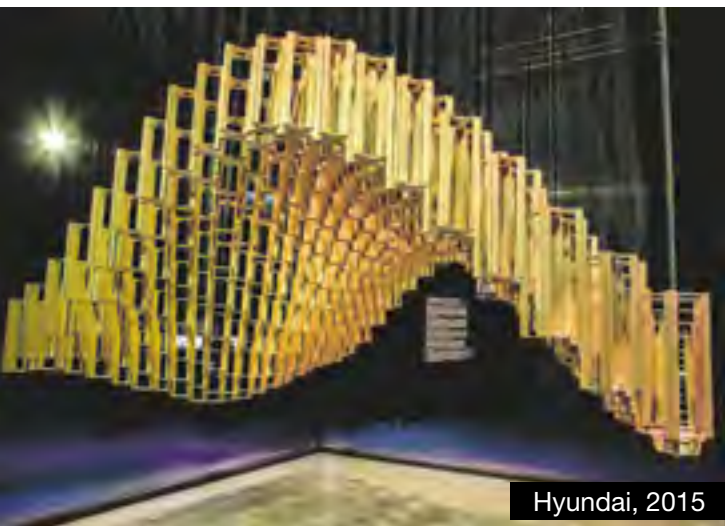


LG, Senses of the Future installation, 2017





LG, 2017



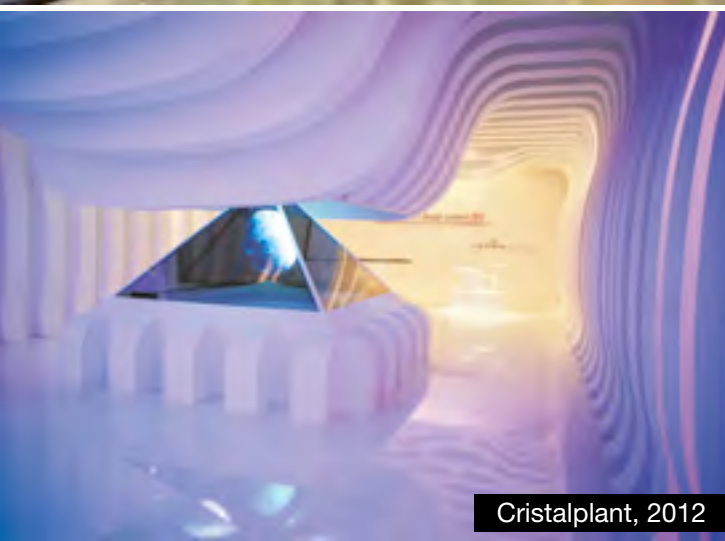
Hyundai, 2015



Lumiotec, 2012



LG Hausys, 2015



Cristalplant, 2012



Canon, 2012



AGC Asahi Glass, 2016

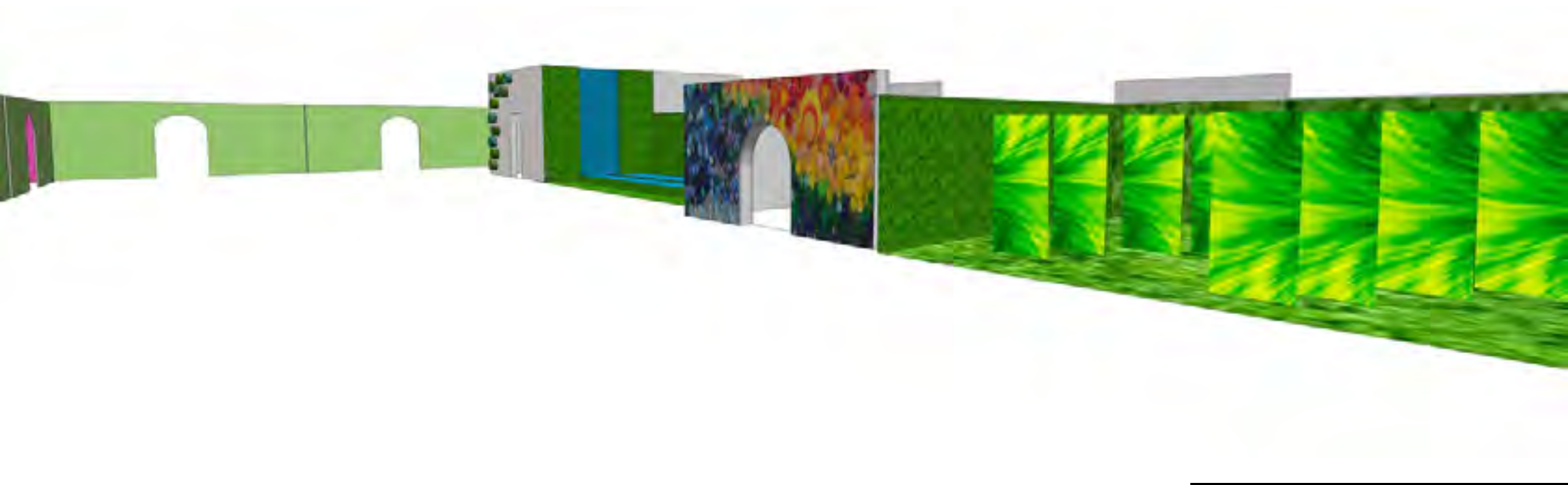
**SUPERDESIGN: IN ALL OUR THREE LOCATIONS**

**EACH SPACE IS PART OF THE PROJECT**

**BUT IS DIFFERENT FROM OTHERS TO HIGHLIGHT IDENTITIES**

Whether the location may be Superstudio 13, Superstudio Maxi, Superstudio Più, every exhibiting project is placed in a coordinated context according to the year's guidelines.

With a constant dialogue with the creative direction and the artistic direction, every identity is analysed, understood, valued at best, sometimes collaborating to build a new “custom-made” space.



Central Point. Project Central Plaza, 2019





Central Point, 2017



Regione Lazio, 2016

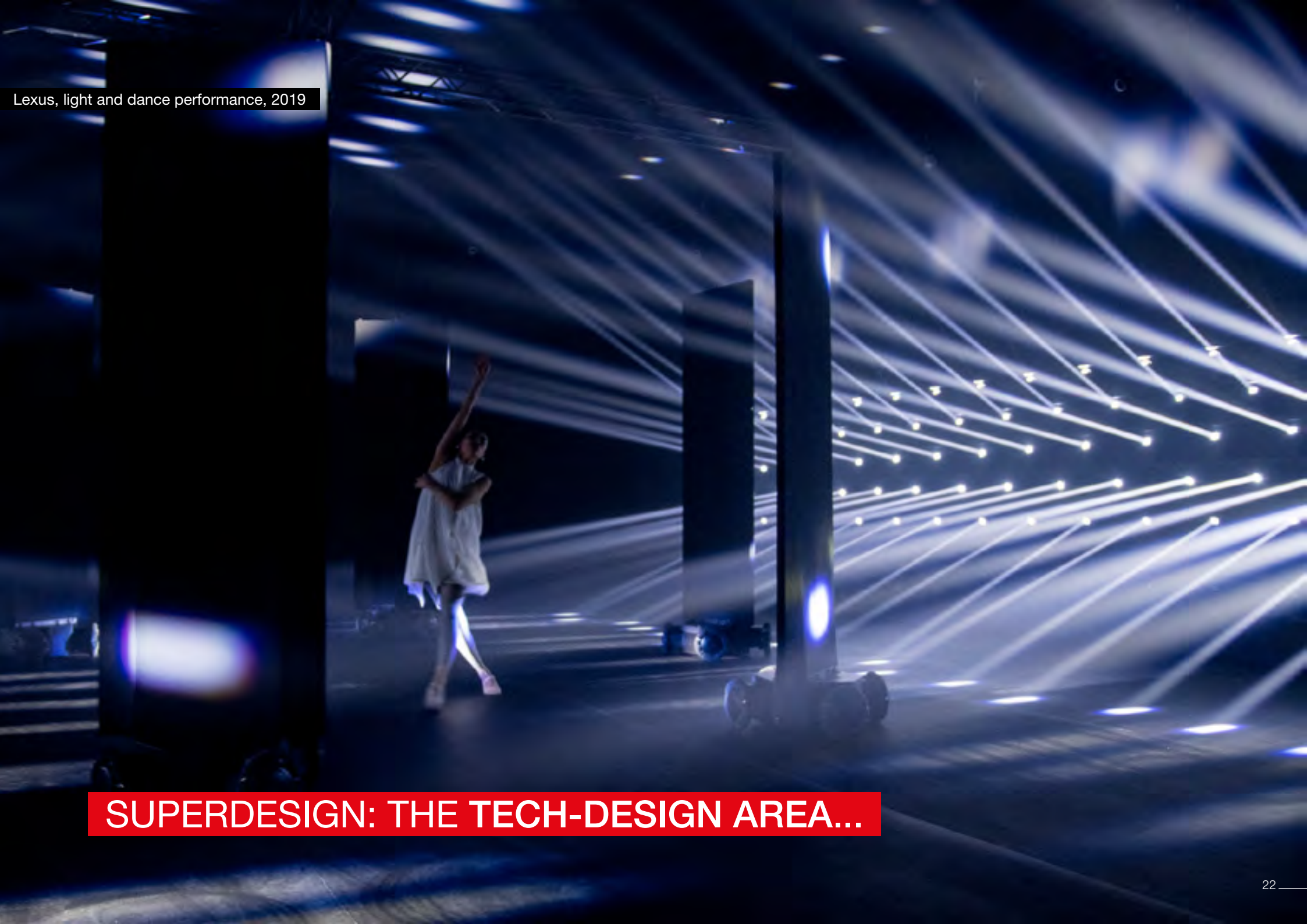


Central Point, 2018



Entrance of opposite Galleries, in the main hallway, 2016

Lexus, light and dance performance, 2019



**SUPERDESIGN: THE TECH-DESIGN AREA...**



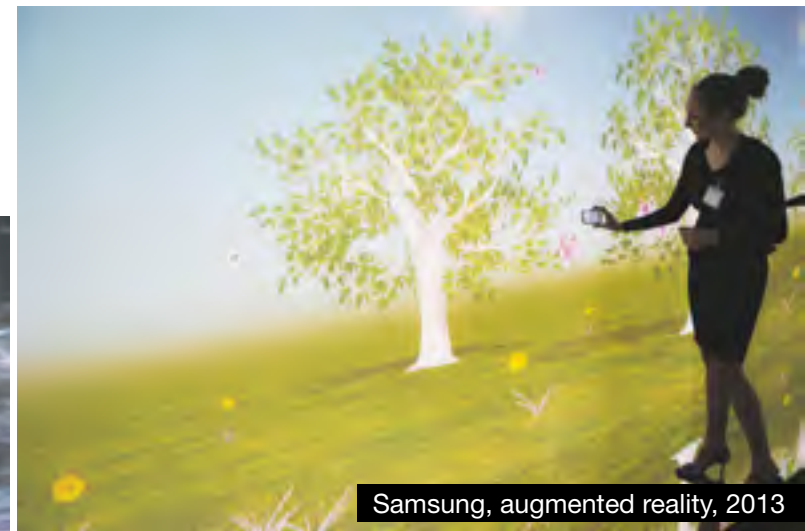
## ... AND THE EXPERIENTIAL SPACES...

Intelligent objects, the latest devices, robots, furniture and elements that incorporate the most advanced technology, means of transport more and more self-managed, augmented reality, virtual world, techno design, previews and unimaginable applications: the future opens the doors of Superdesign, presenting the latest generation products and techniques. **Post-design** inspired by research that looks almost sci-fi, that instead has already drawn our tomorrow. **Tech-design** at Superstudio, contaminated by avant-garde art and fantasy, find space and audience.

Spaces where visitors interact, experiment, are actively involved and are always Supersdesign attraction.



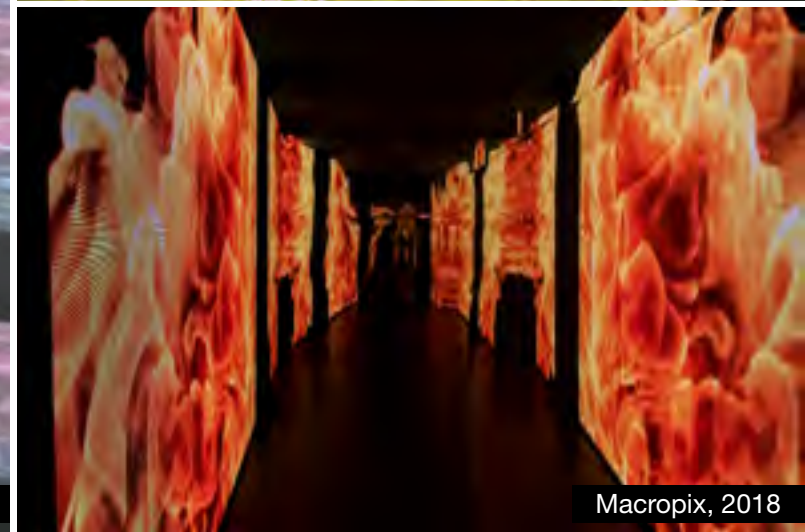
Dassault Systèmes, 2017



Samsung, augmented reality, 2013




Aisin, 2015



Macropix, 2018





The **lighting area** has brought extraordinary objects and memorable installations at Superstudio. Brands such as Flos, Barovier&Toso, Foscari, Leucos, Melogranoblu, Tom Dixon and many more brought beautiful collections with performances ranging from videos, lights, sensorial explorations. The new led technology has invited producers such as Philips, Kaneka, Lumiotec to create evocative luminous panoramas, whilst small producers have exhibited interactive and futuristic research products. This year again lights will be protagonists, with different types of presences: site-specific presences of great visibility in the **Light Parade** in the central corridor, individual spaces in the Galleries, sharing the innovation in Selected Objects section.

Barovier&Toso, 2016

## SUPERDESIGN: THE LIGHT DESIGN AREA





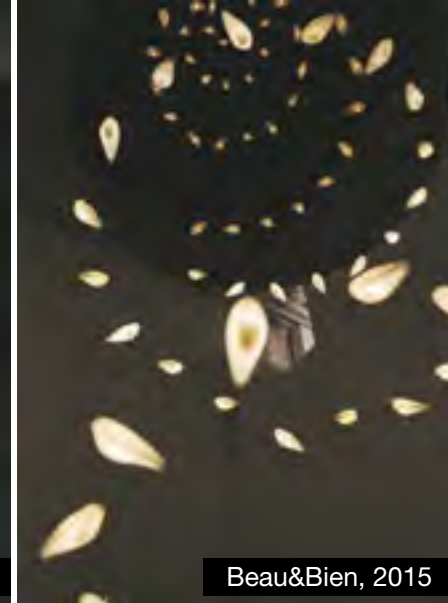
Linteloo, 2009



Barovier&Toso, 2010



David Trubridge, 2009



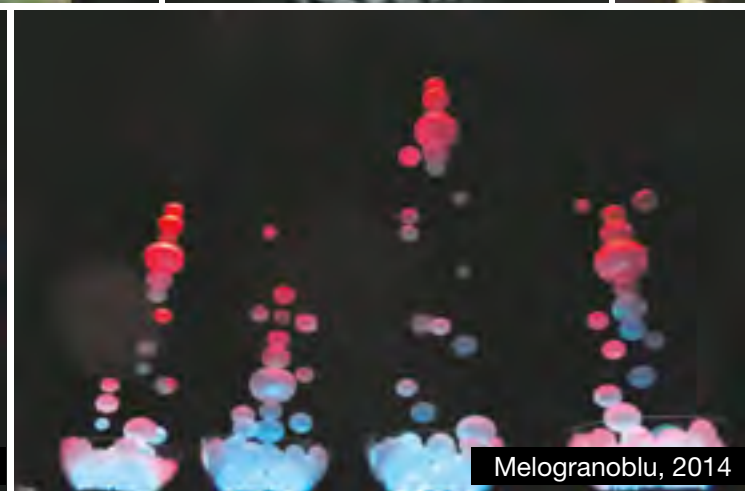
Beau&Bien, 2015



Tom Dixon, 2008



Tom Dixon, 2008



Melogramblu, 2014



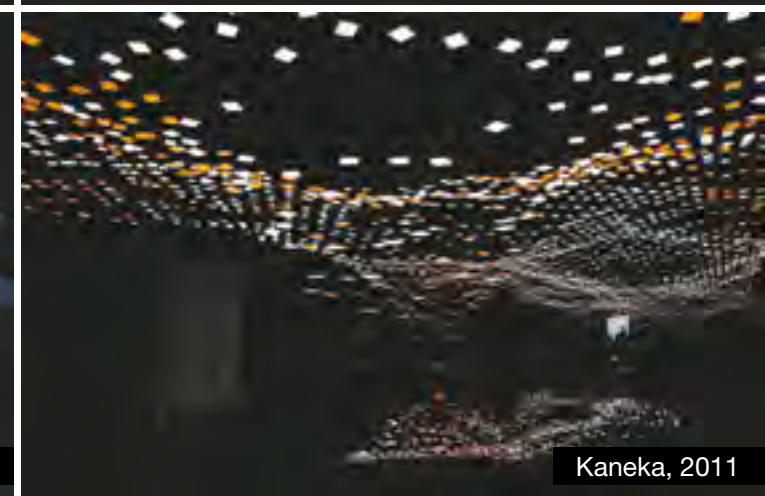
Foscarini, 2009



Philips Lighting, 2009



Kaneka, 2013



Kaneka, 2011

# SUPERDESIGN: THE WORLD IS HERE AREA



Korea Craft & Design Foundation (KCDF), 2019



The international presences that occupy the Galleries' large closed spaces, or the smaller ones of collective theme exhibitions, are always numerous.

However, Superdesign, also values foreign identities with “**national pavilions**” well identified by position, color, graphics, emphasizing relevant history and differences. Solo or collective exhibitions recounting culture, philosophy and market of every geographic area, providing an overview of design's evolution all over the world.

Prestigious and consolidated international brands bring their recent productions with individual or shared projects. Constant presence of European countries such as France, Switzerland, UK, Germany, Holland, Poland, Spain, Hungary, Croatia, but also non-European countries such as United States, Brazil, Mexico, Egypt. Particular importance is given to the presence of asian countries such as Japan, China, Korea, Thailand, that bring out their traditions and the latest creative research that made them protagonists of today's contemporary design.



Indonesia Contemporary Art and Design, 2019



Koizumiya, 2019



Sumitomo Forestry Group, 2019



Able Design Award, 2019



PNA Pietra Naturale Autentica, 2019

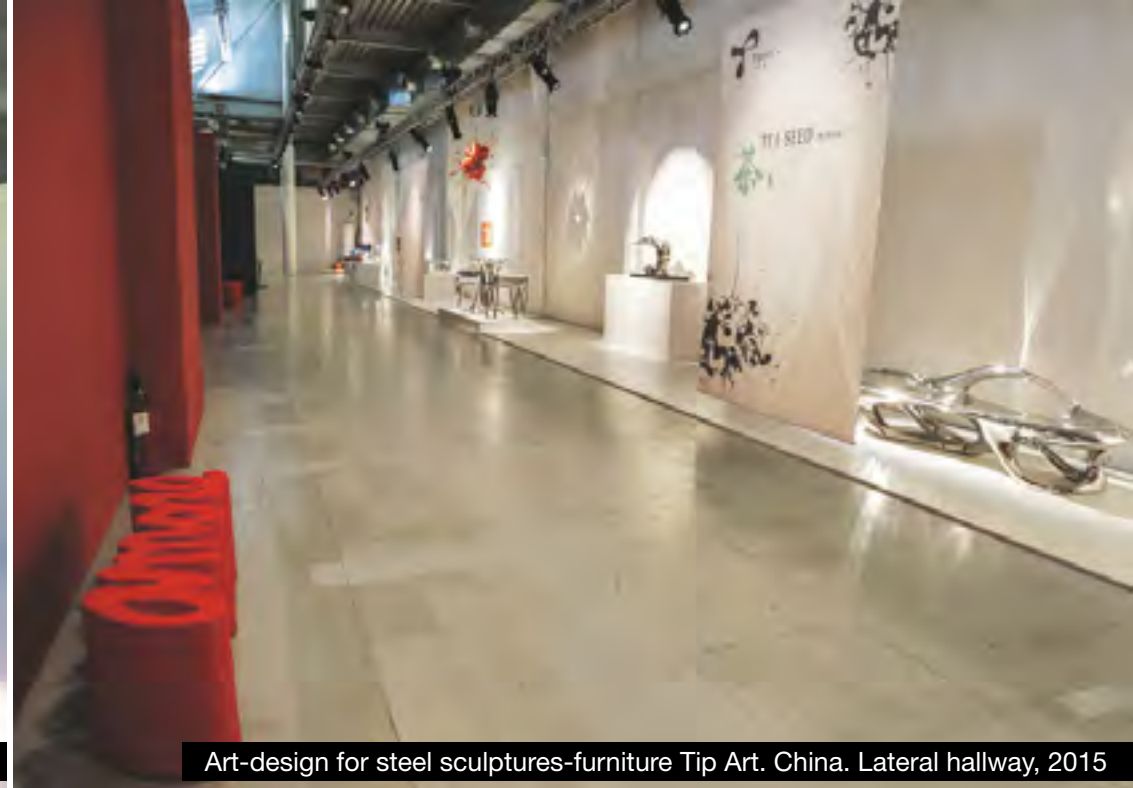
## SUPERDESIGN: PARADE AREA

Possibility to exhibit in the central corridor, with the “**runways**”: in a theme pathway, some interesting selected proposals such as sculpture-objects, table art, lighting, scenography and more. Great visibility in impossible-to-miss spaces. Objects will be placed on platforms and runways of different sizes and heights. Coordinated graphics.

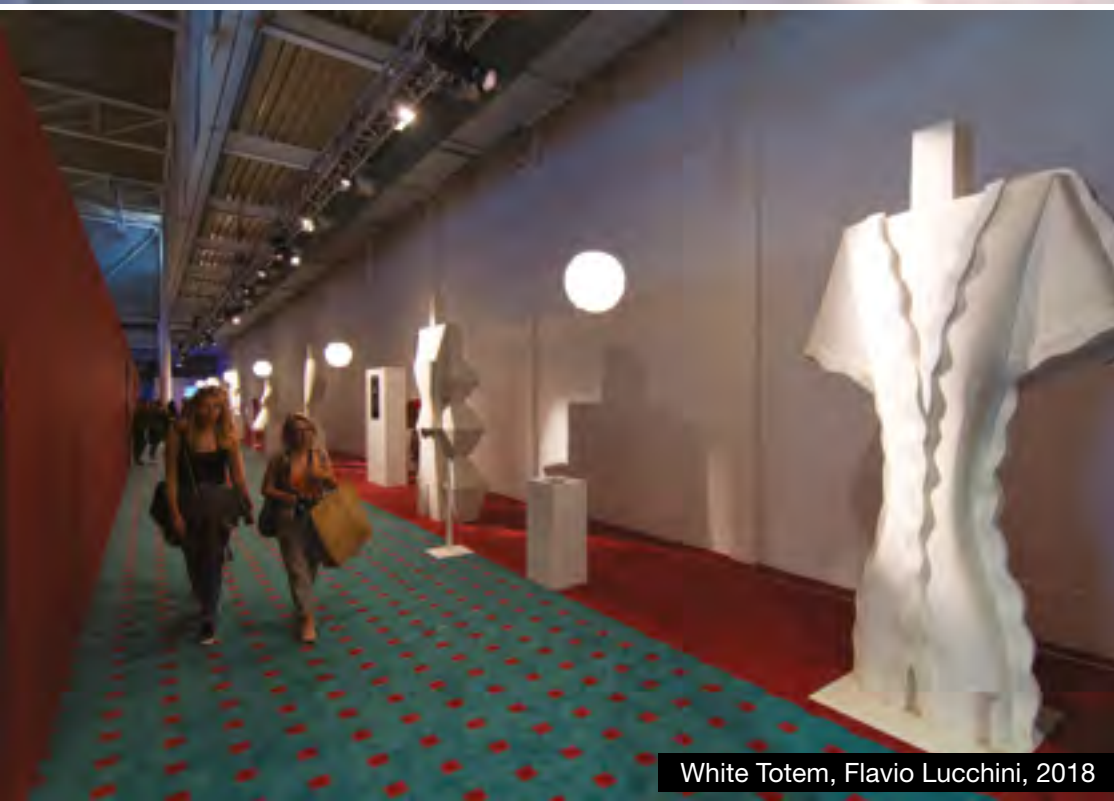




Marble sculptures, digital technology. Raffaello Galiotto. Final hallway, 2016



Art-design for steel sculptures-furniture Tip Art. China. Lateral hallway, 2015



White Totem, Flavio Lucchini, 2018



Designers' Dream, famous architects' sculptures. SlideArt. Lateral hallway, 2016

# SUPERDESIGN: PROJECTS IN COLLABORATION

## WITH THE ARTISTIC DIRECTION



Unexpected Room, installation, 2017





Chairs, the art of food, bathroom solutions, spa and wellness, classic house, art-design, pop-design, tableware, glasses and crystals, marble and mosaics, silverwares, lighting, outdoors, are some examples of **projects built around an idea** that represents a particular market segment. But also **trend setting exhibitions**: new architectures in the world, eco-friendly solutions, nomadic design, one-colour-only, wood and past-to-future contaminations are some additional themes around which to build “rooms” recounting a movement. After the success of the **group exhibitions curated by Giulio Cappellini Superloft 2018, Superhotel in 2019, in 2021 will be SuperCampus**, once again with an Italian eye with international touch on the most elegant, innovative and contemporary lifestyle. Protagonists of the forthcoming edition are **work places** increasingly resembling leisure places, often even outdoor, where professional experiences become more productive, pleasant and human.



# SUPERDESIGN: SPACES FOR TALK SHOWS

## CONFERENCES IN DEPTH-ANALYSIS

The culture of the project, top protagonists of architecture and design, new technologies, scenarios of where the world is going, debates on how the past and the future intersect, visions and experiences to be shared, the new sustainable and circular society... there is space to know more and to make important encounters in every location of Superstudio.



Yona Friedman and Stefano Boeri, 2018



Kengo Kuma conference for Dassault Systemes, 2018



Mario Cucinella workshop, 2016



PepsiCo Design talk, 2016



Alcantara conference with the World Bank, 2013



# SUPERDESIGN: SPACES DEDICATED TO SPECIAL PROJECTS



A Pinnacle of Reflections, Matteo Thun & Partners, 2019

Superstudio Più's large multi-purpose space, both in indoor and outdoor areas, in the garden, on terraces and on roof is suitable for hosting special and unique projects, arranged in an original way within Superdesign's complex reality. Creatives and technicians are available to enable the creation of otherwise impossible installations.

From temporary architectures, to flying cars, to roof vegetable garden, virtual tunnels, to water installations, to mechanical movements, to high structures (up to 11m indoor), to outdoor exhibitions, to huge video-walls, to performances, to art or photographic exhibitions, to theme parties, to any kind of transformation of the industrial areas, anything is possible. Great architects and designers have done impressive things at Superstudio, from Jean Nouvel, to Campana brothers, Paola Navone, Marcel Wanders, Luca Nichetto, Karim Rashid, Nendo, Nika Zupank, Alessandro Mendini, Aldo Cibic, Stefano Boeri, Matteo Thun, Marc Sadler, Fabio Novembre, Maarten Baas, Carlo Colombo, Philippe Starck, Tom Dixon, Jasper Morrison, Patricia Urquiola, Michael Koenig, Claudio Silvestrin, Christophe Pillet, Massimiliano and Doriana Fuksas, Yona Friedman, Kengo Kuma... Imagination is the only limit.



The Caterpillar on the roof by Peraria, 2005



IMIB. Massimiliano and Doriana Fuksas, 2013



3M. Urban Tree Lounge, Stefano Boeri, 2016

# SUPERDESIGN: TEMPORARY ARCHITECTURES

Wielkoposka region (Poland), 2013







Real concrete constructions, extemporaneous wood and recycled materials architectures, urban installations, nomadic abodes, containers turned into exhibiting pavilions and other solutions for an **innovative and contemporary way of living** have their space in Superstudio's garden and wide outdoor areas, thus extending areas of interest, information, awareness, experience. Superstudio's internal coordination allows to analyze the best place and the time needed for outdoor exhibits setups.

HHD and Cibic&Partners, 2009



Nika Zupanc, Wind Pavilion, 2010




Lattonedil, 2016



Magnetti, Building Art, 2011



The Third Paradise, permanent installation on the Roof, Michelangelo Pistoletto



Art, intended as an **action making an object unique and original**, as an emotional installation of an industrial unit, as a **sculpture** by an architect, a piece of furniture by an **artist**, as **visual** experiment, as **interpretation** of lights and sounds, as **performance**, as painting, photography or art objects **exhibition**, as common pieces entrusted to a **Master's** imagination: all this makes the event at Superstudio a totally unique one.

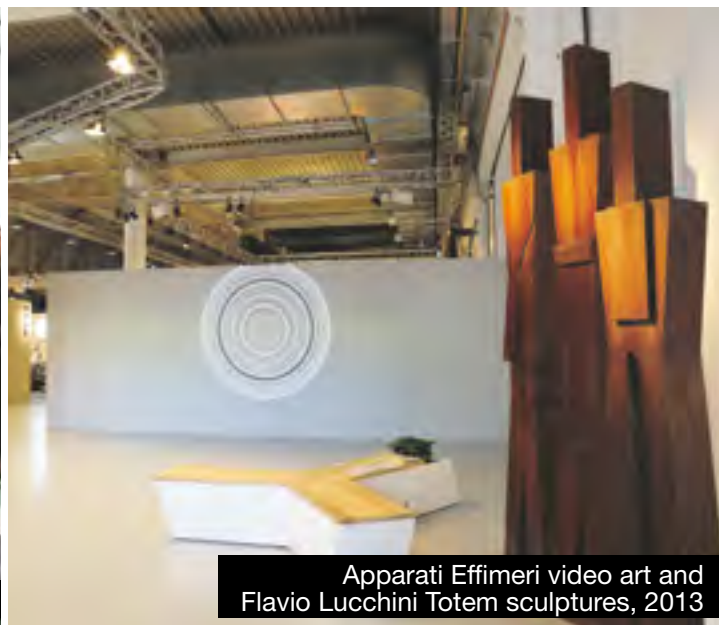
Unforgettable are the contributions by Michelangelo Pistoletto, Yona Friedman, Flavio Lucchini, Apparati Effimeri, Carlo Bernardini, ProvocActionArt, Romano Baratta, Roberto Fazio [archiattack], Alessandro Guerriero.

**SUPERDESIGN: ART IS EVERYWHERE**





Lari, exhibition, 2018



Apparati Effimeri video art and  
Flavio Lucchini Totem sculptures, 2013



Immaterial sculpture in AR,  
Flavio Lucchini, 2019



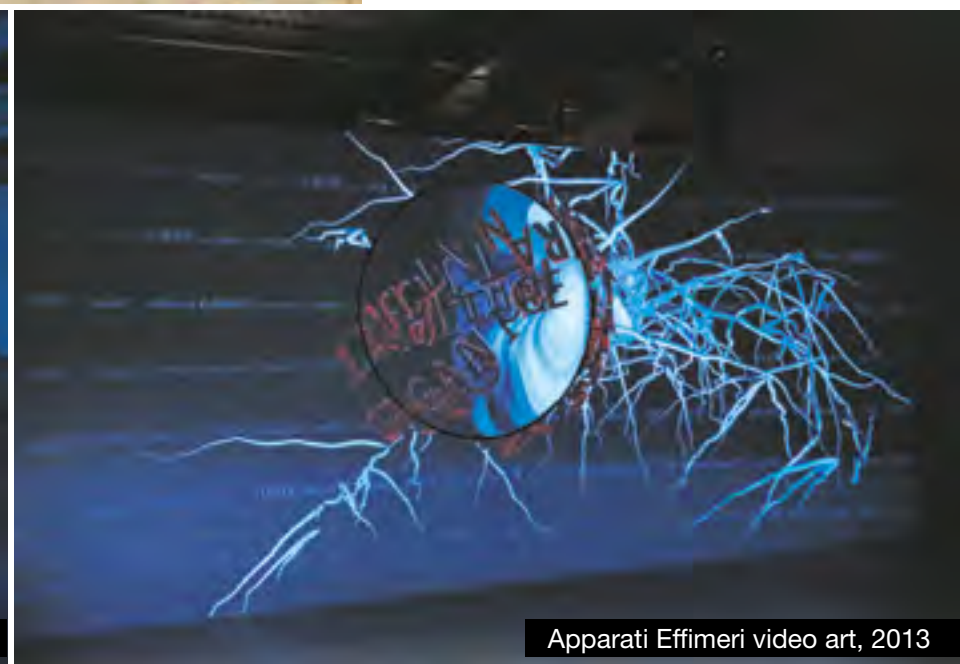
Designers' Dream, Javier Mariscal, 2014



Roberto Fazio installation, 2014



[archiattack]studio for hiWHIM, 2014



Apparati Effimeri video art, 2013





Tokujin Yoshioka



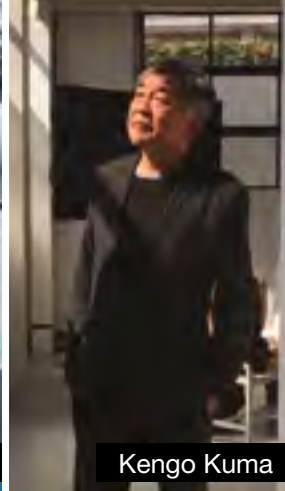
Stefano Boeri



Paola Navone



Yona Friedman



Kengo Kuma



Mario Cucinella



Marcel Wanders



Jean Nouvel



Oki Sato, Nendo



Job Smeets for Studio Job, Tony Chambers, Fabio Novembre, Indra Nooy, Mauro Porcini, Davide Oldani, Mathieu Lehanneur, Luca Nichetto



Alessandro Mendini



Karim Rashid

## SUPERDESIGN: GREAT NAMES OF ARCHITECTURE AND DESIGN

Superdesign's format overtakes the barriers of rules and status quo, celebrates top protagonists and at the same time opens up to new vital forces that are changing the world scenario. A viral creativity spreading through the web and other new media reveals unknown talents, visionary experimenters, unpredictable communicators, direct broker less marketing ventures, à-la-carte or bespoke productions.

The great designer, supported by great brands, by fame and experience, vies, through the web, with the latest talented designer coming from universities of former developing, now technically advanced countries. The world producing or researching design is growing larger, dramatically inclusive. What is needed, to enter Superstudio, is the cultural "value" of the proposal, not the turnover or sale price. **Archi-stars** who are the talk of the whole world, but also **anti-stars** or **start ups** are the new protagonists, all looked upon with the same attention.



BUT ALSO GREAT PROTAGONISTS OF OTHER CREATIVE FORMS



The Chef Davide Oldani, Mix it Up, PepsiCo, 2017



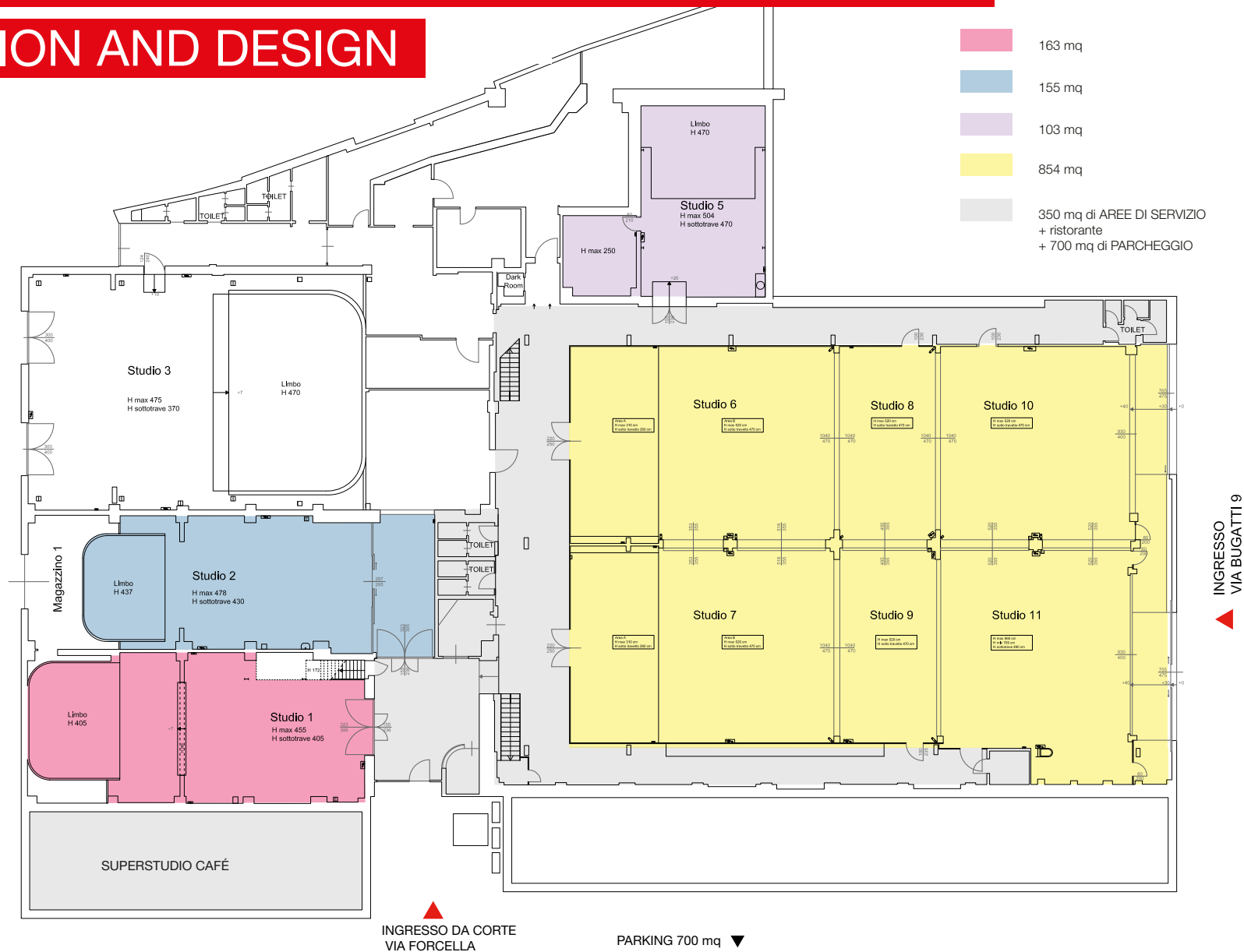
**SUPERDESIGN: FLEXIBLE AND CHANGEABLE FLOORPLAN  
BASED ON PROJECTS IN ALL THREE LOCATIONS**



# SUPERSTUDIO 13

## PHOTOGRAPHIC STUDIOS OF MYTHS AND LEGENDS OF FASHION AND DESIGN


- 1.000 sq.m exhibiting space, enlargeable with adjacent studios
- 2 entrances, of which a customizable independent one on a private street
- glamour setting, connected with image of fashion and design
- restaurant and catering on site
- private parking lot
- a 5 star hotel in front

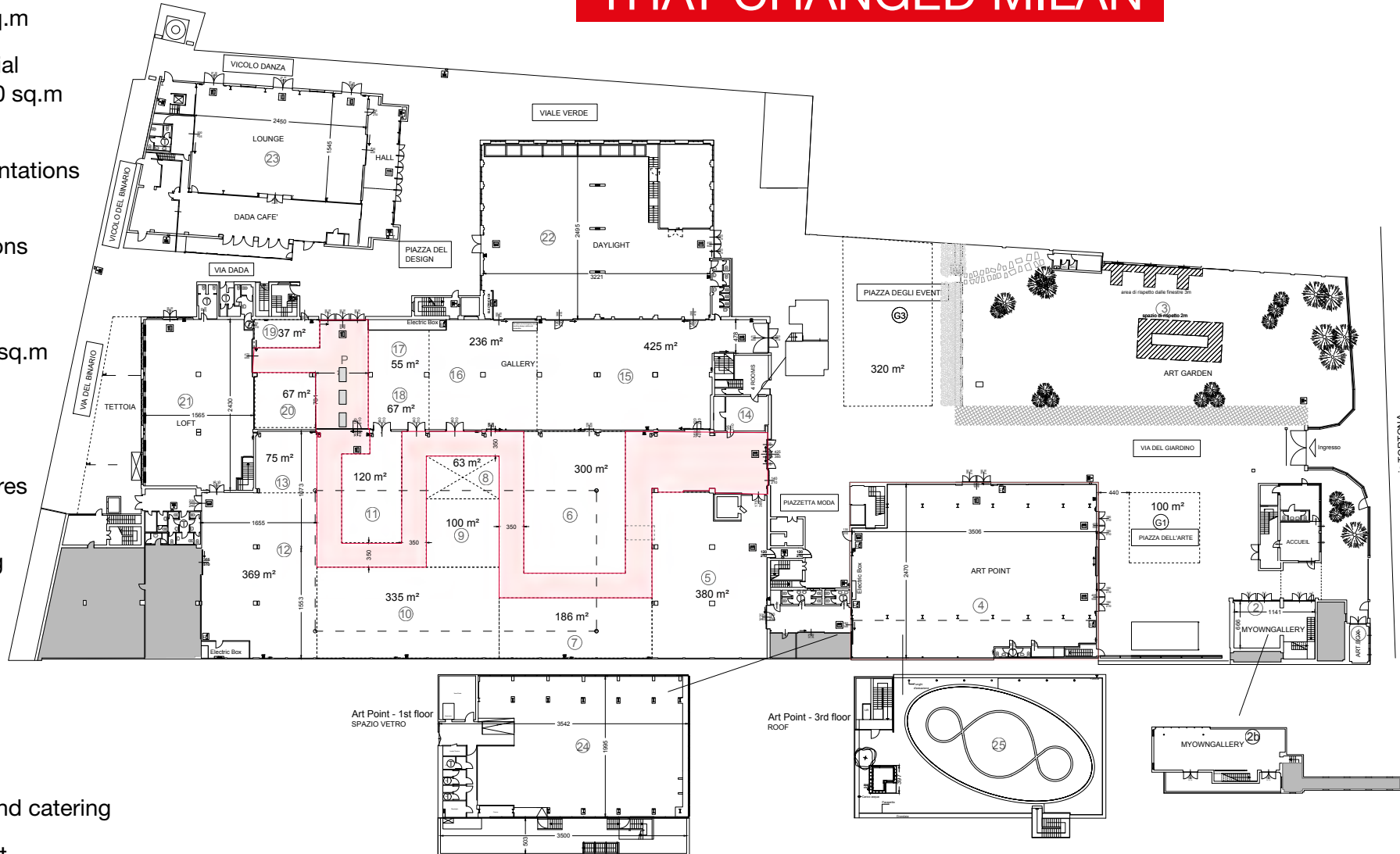


**SUPERSTUDIO PIÙ**

## THE FIRST AND MOST PRESTIGIOUS PRIVATE VENUE

## THAT CHANGED MILAN

- 5 independent but connected for a total of 6.500 sq.m
  - conference or special projects space of 700 sq.m on the first floor
  - basement for presentations and private parties
  - garden for expositions and installations of 1.200 sq.m
  - roof-garden of 700 sq.m for installations and presentations
  - outdoor areas for temporary architectures and installations
  - window overlooking the street
  - 2 entrances
  - large customizable portal LED
  - on site press-office
  - on site restaurant and catering
  - 4 star hotel beside it
- 





# SUPERSTUDIO MAXI

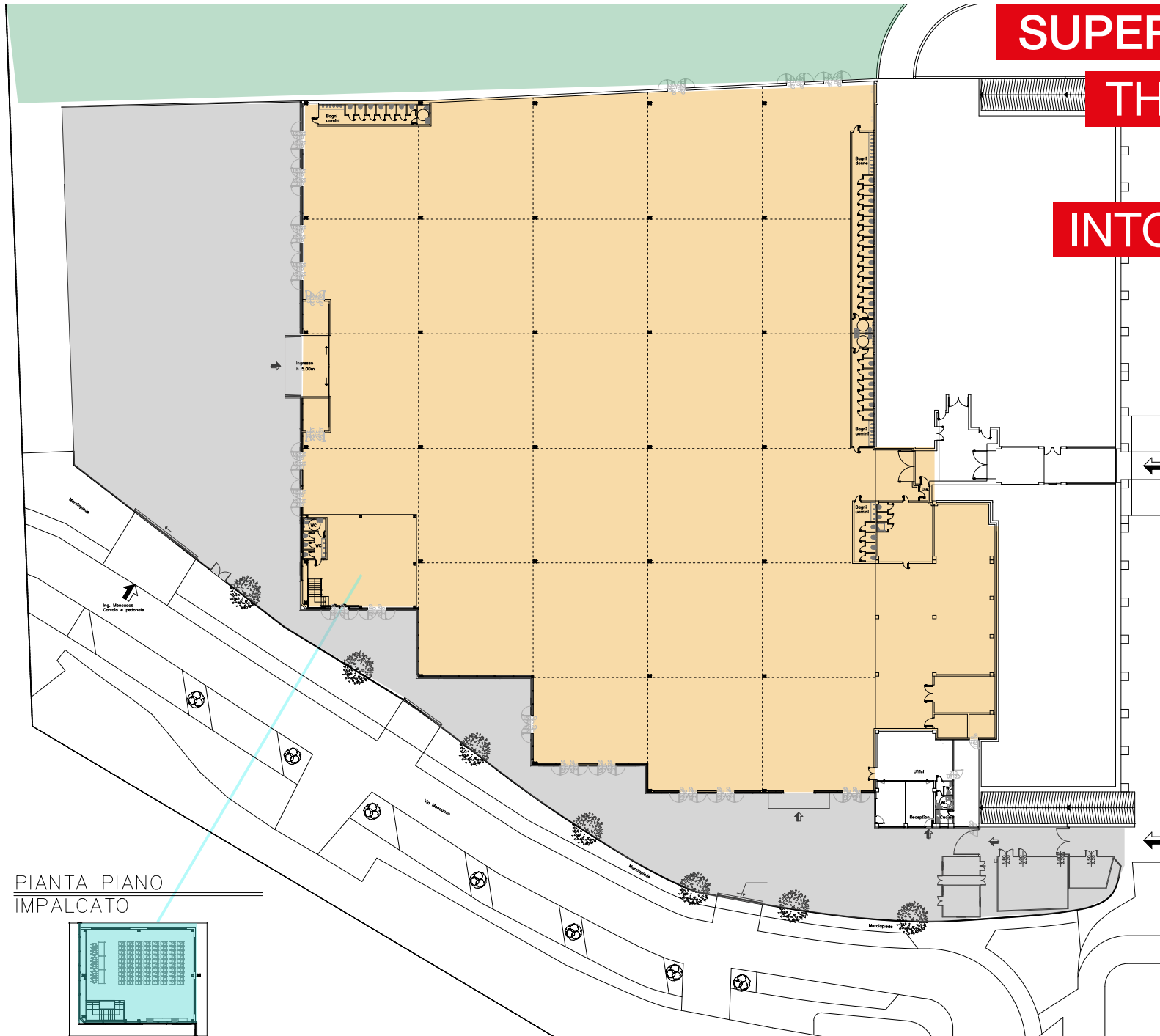
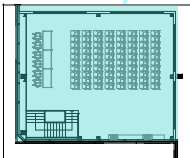
## THE NEW VENUE

## THAT LOOKS

## INTO MILANO 2030

- an exhibiting space of 7.200 sq.m in one room, divisible upon request
- Vision Room, multi-purpose space (conferences, projections, presentations...) up to 100 seating places
- total area 10.000 sq.m
- industrial space of the 70's, completely regenerated with art details
- iconic facade with large customizable LEDwall
- 4 entrances with different purposes, main entrance 10mt
- restaurant and catering service
- private parking lot
- delimited by a large park
- 3 star hotel in front

PIANTA PIANO  
IMPALCATO



# SUPERDESIGN: COORDINATED GRAPHIC

Exhibitors' graphics, **common areas signs**, **catalogues** and **magazines**, **invitations** and **cards**, **shopping bags** and **t-shirts**, single or collective communication, packaging and banners, publications and flyers, the whole Design event is coordinated under a graphic line which changes its coordinates every year.

An harmonious, clean, professional and **not fair-like** image, that highlights each element, emphasizes the exhibition themes, interprets **the exhibitors requirements**, embraces commercial and cultural moments following an ever elegant and surprising fil rouge.





# SUPERDESIGN: COMMUNICATION

## BEFORE DURING AND AFTER

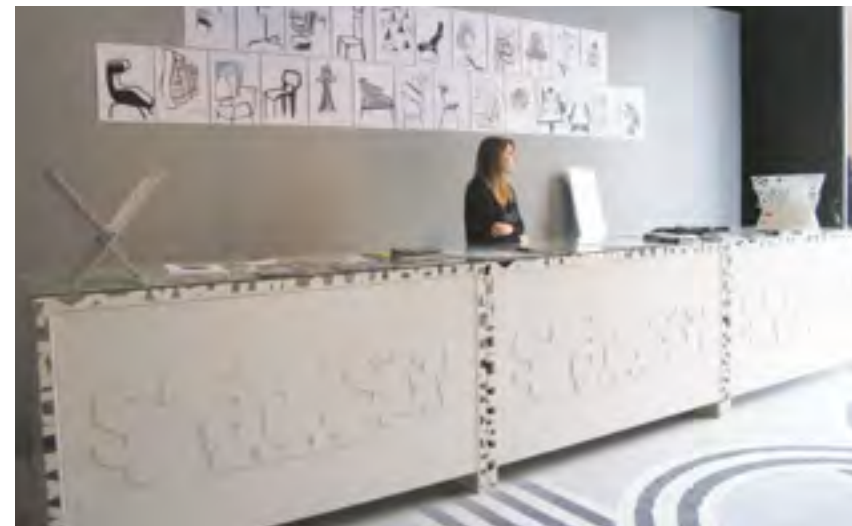
Superdesign Show's communication is made by the **Communication Office** of Superstudio Group, who is in charge of the promotion of the event, especially professionals on the field, and for the intense Press Office activities through on-going relationships with national and international media, the numerous partnerships and collaborations with Italian and International institutions, the design week around the world, televisions and new media.

The communication office collects the material of all exhibitors in order to develop it into effective integrated communication tools.

Superstudio's **Press office** is operative all the year on Superdesign Show project, with its sections and special initiatives, and covers completely the communication to the Italian and foreign media (printed matters, TV, radio and internet) with effective experienced tools:

- Over 20 magazines **media partner**
- Continuous **Press Kit** updating, in collaboration with the exhibitors and continuous forwarding to the press
- **Dedicated website** [www.superdesignshow.com](http://www.superdesignshow.com)
- **Facebook, Instagram, YouTube**
- **@AT Superstudio Magazine**, online magazine produced by Superstudio with daily updated contents and monthly paper, both in Italian and English. Special issue on Milano Design Week of Superstudio, limited edition [www.at-superstudiomagazine.com](http://www.at-superstudiomagazine.com)
- **Editorial and advertising pages**, guides, various maps
- **Newsletter and email marketing**
- Digital **invitation** sent to Superstudio database (over 200.000 international contacts)

A Press Office dedicated to the press will be open at the entrance of Superstudio Più during all the event. With particular attention to the Press Preview, the press office registers and assists the journalists, promoting interviews and in-depth discussions, handing over communication material. The exhibitors may leave in the Press Office the specific material regarding their company (press releases, folders, flyers, brochures, etc.).



# SUPERDESIGN: MEDIAPARTNERS, MAGAZINE AND PRESSFORYOU

Besides the usual press office activities, specific **media partnerships** are drawn up with important Italian and foreign trade and non magazines.

Free media partner magazines, the official **@AT Superstudio Magazine** and various free maps are handed out to visitors in the dedicated space, **Pressforyou**.

## MEDIA PARTNERS 2019:

90+10, Abitare, ADD Awards, Architonic, Artribune, Billboard Italia, Design42Day, DesignWanted, Domus, Exibart, Fuorisalone.it, Icon Design, Interni, Living, Luce, Luxos, Modem, My Art Guides, Pambianco Design, Platform, Spotify, WU.





# SUPERDESIGN: PARTNERS AND SPONSORS FOR ORIGINAL PROJECTS

We like to think that any “sponsorship”, being either a proactive or technical one, is effectively a **different type of collaboration** that enriches Superdesign contents, as well as other artistic, cultural, commercial, BtoB or consumer-oriented events that are held at Superstudio during the year and in different Italian or foreign locations.

Exhibitions, events, services such as computers in the press office or courtesy cars, shopping bags and USB memory sticks, meeting rooms and beverages, freebies and installations, technology and labs available for visitors, restaurants by invitation and video walls, wall papers and outdoor and indoor greenery, performances and conferences, furniture of the common areas and hostess clothing are some of the “**customized**” projects devised along with our partners and sponsors.



Asus, partner Press Office and technology device, 2016



Mabele, 2016



Veuve Cliquot Ponsardin,  
partner MyOwnGallery, 2009



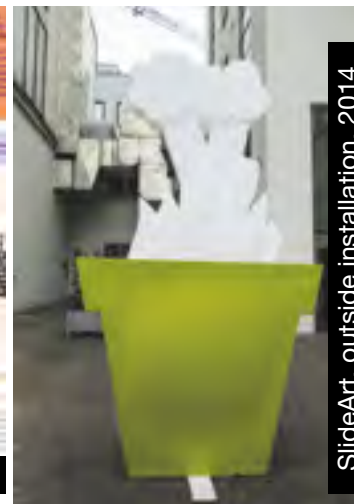
Brother, free printing partner and creative laboratory, 2014



Valdo, 2016



eBay, 2017



SlideArt, outside installation, 2014



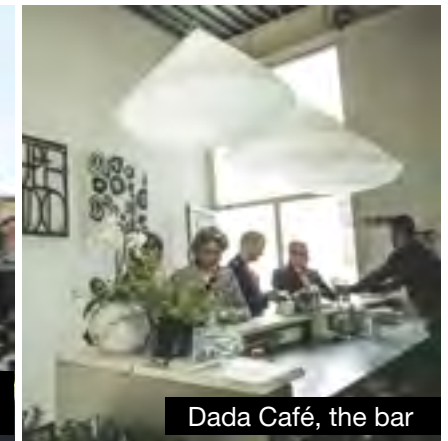
Infiniti, partner courtesy car, 2010

# SUPERDESIGN: CUDDLES FOR OUR VISITORS

## AND RELAX MEETING SPACES

Superstudio is not just a little, elegant, surprising “fair”. Superstudio is an **extraordinary place, unique in Milan**, that **takes care** of its visitors, where you can spend a pleasant day, relaxing in the lounges, sitting in the scattered seats, having refreshments in a real star-rated chef’s restaurant, energizing at organic juice-bar, gathering in the meeting points, enjoying a break energizing at organic juice-bar, gathering in the meeting points, enjoying a break in the garden or on the Roof Garden by Michelangelo Pistoletto in the Art Point’s Roof.

Superstudio’s **reception team** is at visitors’ disposal to make their visit an even nicer and personalised experience.





# SUPERDESIGN: A NO PROBLEM AND ALL-INCLUSIVE EVENT

**Superstudio Più** is perfectly structured from a **logistic, security** and all **facilities** point of view to host high level events securing the utmost comfort and full technical and professional support to creativity, offering to customers a complete customized approach.

Among exclusive facilities that can be requested to Superstudio Più, a storage is available, on the premises, to store packages and materials, the construction/ delimitation of spaces where needed\*, electric connection in the stand, coordinated graphic and image, cleaning services\*, 24/7 watchman service, **possibility to work overtime on request 24/7** and assistance by our internal technical staff during the whole time of the event, **to solve any kind of problem.**

Furthermore, wide external space that allows the entrance of articulated lorries transit up to 40' (up to three at the same time), in-house forklift renting service with driver and differentiated entrances allowing to optimise loading and unloading process substantially reducing dead times and allowing the simultaneous set up of more than one space.

More facilities are available inside Superstudio that only such location can offer: bar-restaurant and other refreshments areas, hall for private parties, catering service, press and communication office, creativity consultancy, lounge and meeting points, press-point for the collection or consultation of the main international magazines, reception, information desk, hostess during the event, visitors and press screen and registration, temporary-shop, cloakroom, garden, roof terrace.

\* It is required to use our suppliers



Allestimenti, montaggi, grafica, luci, magazzini, tutto a disposizione internamente

# SUPERDESIGN: RATES FOR DIFFERENT FORMATS

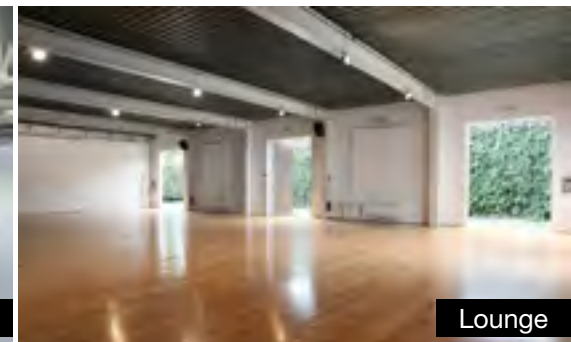
Superstudio's three locations present different customizable spaces and solutions. Prices vary according to position, size and other features of each space. The **large spaces** Art Point, Daylight and Lounge, **from 400 sq.mt to 1000 sq.mt** have prices per unit upon request; for the **"Box"** of the Central Plaza built in the Central Point, delimited spaces, the basic price starting **from 100 sq.mt** is approximately 230€/sq.mt including assembling and disassembling days. **Spaces below 100 sq.mt** outdoor spaces or shares of collective exhibitions and other locations have variable fees according to the project and services eventually included. Mandatory communication differentiated fees are to be added to space + service costs, as an integral part of Superdesign project and securing visibility and international media coverage for both the event and its exhibitors.



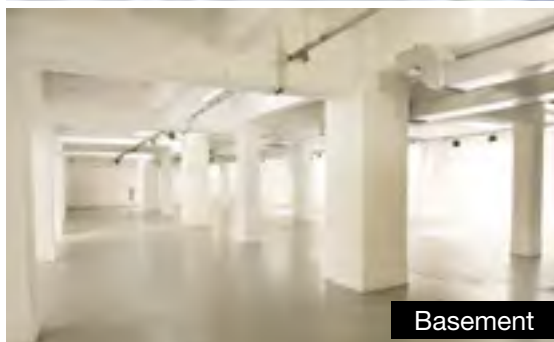
Daylight



Central Point



Lounge



Basement



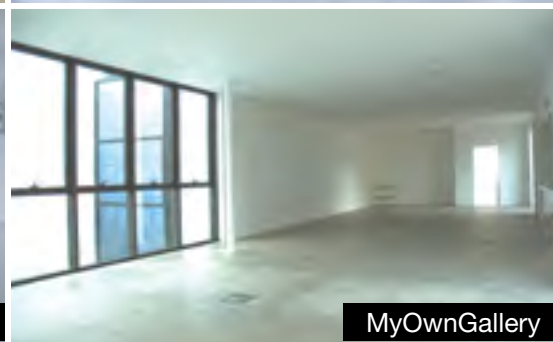
Gallery



Art Point



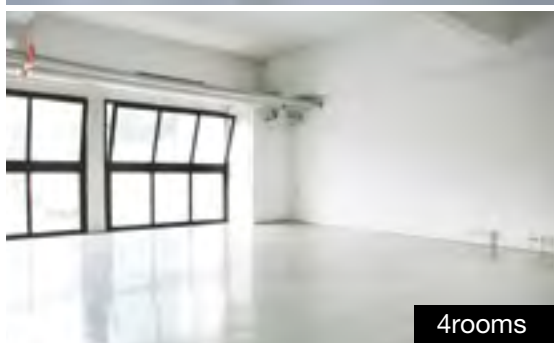
Loft



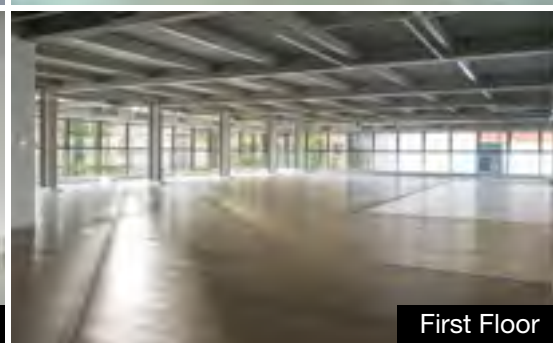
MyOwnGallery



Art Garden



4rooms



First Floor



Roof



# SERVICES FOR A “TURNKEY” EVENT

## GRAPHICS AND CUSTOMIZATION

- Via Tortona Bridge customization

## WASTE DISPOSAL

- General or special waste

## PRIVATE PARKING

- Via Forcella 13 or Via Tortona 35

## MACHINERIES

- Lift truck 3t with operator
- Lift platform 10mt
- Pantograph
- Electric pallet truck
- Electric generator
- Machineries for special activities

## SET UPS

- Audio/video set up
- Lights set up
- Furnitures rental
- Dividing curtain, installation included
- Carpet
- Cloakroom with hangers, stenders and tickets

## INTERNET CONNECTION

- Free Wi-Fi Superstudio
- Creation of customized Wi-Fi network
- Ethernet wires set-up from switch to the designated internet station
- Global connectivity upgrade
- Ethernet ports configuration
- Backup optical fiber
- Extra Access Points

## PERSONNEL

- Cleaning day or night time
- Hostesses and Stewards
- Interpreting translation booth
- Guided tours
- Not armed Security (day or night time)
- Armed Security
- Porter
- Worker (day or night time)
- Specialised worker (day or night time)
- Photographer
- Video Maker
- Ambulance
- Doctor
- Electrical assistance
- Internet assistance
- DJ

## MONITORING

- Registration/ access control systems

## SECURITY

- RSPP, dedicated to the event
- Fire-fighting team

## SET OF FORMS

- SIAE authorization

## CONFIGURATION

- Hydraulic
- Electrical

## CATERING

- Cocktails, Buffet, refreshments, coffee Station



# SUPERDESIGN: THE NUMBERS OF SUCCESS

**200.000** database contacts

**100.000** visitors

**39.000** @AT Superstudio Magazines downloaded

**15.000** copies of @AT Superstudio Magazine

**27.000** [sq.mt](http://sq.mt) occupied

in the **3** locations, Superstudio Più, Superstudio 13 and Superstudio Maxi

**2.000** registered journalists

**500** articles and press reviews

**120** exhibitors among big names and small companies or independent designers

**40** and more international media partners

**7** Superstudio Hospitality short-rent apartments

**4** restaurants, garden and roof-garden

**2** conference rooms

**2** VIP lounges

**1** Materials Village

\* Average data on the last 2 years results







Tokujin Toshioka for LG, 2017



Neoral Wonder by Canon, 2011



Imagine New Days, Aisin, 2016



Gisella Borioli and Milan major Giuliano Pisapia, 2014

# SUPERSTUDIO: AWARDS TO THE LOCATION TO PROJECT AND CONTENTS

Superstudio's original project, Superdesign concept, the fabulous installations by exhibitors, the activity that values great names and young talents in fashion art and design and the innovative selections in general allowed Superstudio Group to achieve the numerous awards and recognitions. Here are some of them:

- 2017 - **Milano Design Award** to Sense of the Future, project by Tokujin Toshioka for LG - **best installation**
- 2016 - **Milano Design Award** to Imagine New Days by Aisin - **best engagement**
- 2014 - **Ambrogino d'Oro** of the City of Milan to Gisella Borioli, CEO of Superstudio Group for the contribution of the city's cultural development
- 2011 - **Milano Design Award** to Neoral Wonder Canon - **best installation**

# SUPERSTUDIO TAKES YOU AROUND THE WORLD AND BRINGS THE WORLD TO YOU

After the successful presentation in **Dubai** of the Iconic Design exhibition as a Temporary Museum 2013 collateral event, Superstudio Group's activity abroad continues with initiatives and events either collective or dedicated to single companies. Design, life style, furniture, lighting but also fashion, art, food and beverage, automotive, technology, green economy, communication, entertainment etc.

After the Middle East, new Focus on **Japan, Hong Kong, China** and **Korea** with Made in Italy projects selected and coordinated by Superstudio.

Delegations abroad with important international personalities and institutions bring to Superdesign professional visitors from all over the world.



Iconic Objects, Downtown Design Fair, Dubai, 2013



Select Objects, special guest Prince Andrew, Duke of York, 2010



Eric Yim, chairman, Hong Kong Design Centre and Gregory So Kam-leung, secretary for commerce and economic development of Hong Kong, visiting Superdesign Show, 2017



## SUPERDESIGN ONGOING ALSO AT NIGHT

The activity does not stop at sundown, but goes on all night until the reopening the following day. 24/7 watchmen, call operator for emergencies, security in the areas, cleaning and maintenance services do not stop even when premises are closed to the public.

In addition, it is possible to organize private events, business parties, presentations, dinners on reservations, meetings in specific areas upon request.

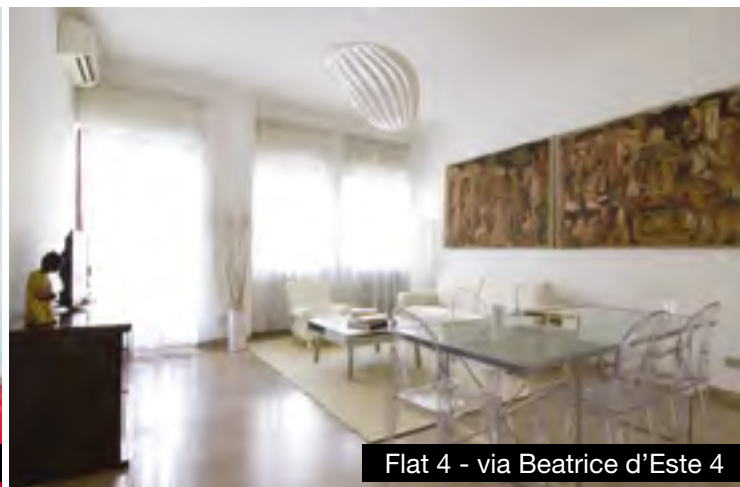
Our team will do their utmost to secure successful extra-time events.

# SHORT-RENT APARTMENTS FOR DESIGNERS AND EXHIBITORS

A new opportunity for our clients during events or stay for business, tourism and culture. In line with trends and requests of the market, Superstudio Group launches **Superstudio Hospitality**, a new initiative that complies with **short or medium term hospitality** needs in Milan during the numerous events hosted at Superstudio, in Tortona district or around the city. **7 comfortable apartments**, with one or two bedrooms, in central areas and in buildings designed by great Milanese architects, all overlooking the typical Milanese inner courtyards, renovated and decorated with design furniture and art works.



Flat 3 - via Valparaiso 3



Flat 4 - via Beatrice d'Este 4



Flat 6 - via Cherubini 6



Flat 12 - viale Elvezia 12



Flat 13 - via Stendhal 13



Flat 14 - via Beatrice d'Este 14



# TECHNICAL SHEET



## **SUPERSTUDIO**

### **MILANO DESIGN WEEK**

Three spaces, three events

A project by Gisella Borioli

With the artistic supervision by Giulio Cappellini

## **SUPERDESIGN SHOW**

Superstudio Più - via Tortona 27

## **DNA Design Nature Architecture**

Superstudio Maxi - via Moncucco

## **TECH&LIFE**

Superstudio 13 - via Forcella 13/via Bugatti 9

Free entrance by invitation and for professionals by online registration.

School groups upon booking and online registration.

Free shuttle for Superstudio 13, Superstudio Più, Superstudio Maxi.

## **CONTACTS**

Superdesign Show Exhibit Director: Dario Negri [d.negri@superstudiogroup.com](mailto:d.negri@superstudiogroup.com)

DNA Exhibit Director: Fulvia Ramogida [dna@superstudioevents.com](mailto:dna@superstudioevents.com)

Tech&Life Exhibit Director: Danilo Pasqua [dpasqua@superstudio13.com](mailto:dpasqua@superstudio13.com)

Communication/Special Projects Director: Chiara Ferella Falda [c.ferellafalda@superstudiogroup.com](mailto:c.ferellafalda@superstudiogroup.com)

Booking: Valeria De Grandis [v.degrandis@superstudioevents.com](mailto:v.degrandis@superstudioevents.com)

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